

PHILIP MORRIS INC.
PARLIAMENT
BUDGET SUMMARY #12
AS OF JANUARY 31, 1978

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1977 FISCAL
PARLIAMENT

		January	February	March	April	May	June	July	August	September	October	November	December	Total
Print														
7005 10/14	Newspaper Test	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 79,197	\$ 47,230	\$ -	\$ -	\$ -	\$ -	\$ 126,427
7301 11/7	Consumer Magazine	-	299,607	447,679	507,377	436,457	450,402	319,503	353,744	395,659	425,491	268,863	488,004	4,392,786
7002 11/16	Newspaper	311,812	604,229	30,903	-	-	-	498,721	496,018	693,398	468,875	-	-	3,103,956
7106 1/16	Supplements	-	-	139,761	139,051	203,733	122,240	155,618	68,210	86,323	163,071	142,336	85,831	1,306,174
7310 10/17	Magazine Test	-	-	-	-	-	-	-	7,792	8,516	8,516	8,516	-	33,340
7320 8/17	Magazine Test	-	-	-	-	-	-	-	7,718	9,702	9,702	9,703	9,702	46,527
7004 1/16	Newspaper Test	-	-	-	-	-	-	87,324	55,732	12,405	29,069	25,002	4,060	213,592
7108 9/20	Newspaper Test	-	-	-	-	-	-	19,401	11,633	7,768	9,681	5,816	5,816	60,115
7109 10/14	Newspaper Test	-	-	-	-	-	-	17,585	10,415	7,171	10,415	-	-	45,586
Sub-Total Print		\$ 311,812	\$ 903,836	\$ 618,343	\$ 646,428	\$ 640,190	\$ 572,642	\$ 1,177,349	\$ 1,058,492	\$ 1,220,942	\$ 1,124,820	\$ 460,236	\$ 593,413	\$ 9,328,503
A&M 1977		-	-	-	93,069	11,436	65,610	31,273	39,579	84,697	55,700	9,639	136,952	527,955
Total Print		\$ 311,812	\$ 903,836	\$ 618,343	\$ 739,497	\$ 651,626	\$ 638,252	\$ 1,208,622	\$ 1,098,071	\$ 1,305,639	\$ 1,180,520	\$ 469,875	\$ 730,365	\$ 9,856,458
Outdoor														
01 3/22	Top 1-50 Cancelled	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
01 3/1	Pool A Cancelled	-	-	-	-	-	-	-	-	-	-	-	-	-
02 3/18	Pool B Cancelled	-	-	-	-	-	-	-	-	-	-	-	-	-
03 3/22	Pool C Cancelled	-	-	-	-	-	-	-	-	-	-	-	-	-
04 4/5	Clocks-S. Boston Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
05 4/5	Clocks-N. Boston Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
06 4/5	Bart System S.F. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
08 4/5	Criterion King-N.Y. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
09 4/5	Criterion King-Chgo. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
10 4/5	Criterion King-Balt. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
11 4/5	Commuter Clocks-N.Y. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
12 4/5	Subway Clocks-Chgo. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
13 4/5	Subway Clocks-Boston Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
14 4/5	Bart System-S.F. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
15 4/5	Wash. Metro Sq. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
16 4/5	Digital Clocks-N.Y. Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
17 4/5	Commuter Rail-Clocks Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
18 4/5	Commuter Rail-Panels Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
20 4/5	Taxicab-New York Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
21 4/5	Digital Burlington Canc.	-	-	-	-	-	-	-	-	-	-	-	-	-
101 1/1	30 Sheet Posting	-	-	-	-	-	-	-	-	21,646	239,953	-	-	261,599
111 12/1	Criterion King	-	-	-	29,890	-	-	30,205	-	31,240	-	-	-	91,335
112 12/16	Commuter Clocks	-	-	-	41,250	41,195	-	-	-	-	-	-	-	82,445
113 1/20	Digital Clocks	-	-	-	-	-	-	-	-	-	11,013	11,013	-	22,026
114 10/1	2-Sheet S.F. - D.C.	-	-	-	2,655	-	-	2,655	-	-	-	-	-	5,310
115 5/6	Subway Squares	-	-	-	4,512	-	-	5,504	-	-	-	5,504	-	15,520

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1977 FISCAL
 PARLIAMENT (cont'd)

Outdoor (cont'd)		January	February	March	April	May	June	July	August	September	October	November	December	Total
116	10/1 Commuter Rail	-	-	-	42,498	-	-	42,498	-	-	-	-	-	84,996
117	12/22 Taxicab	-	-	-	42,500	42,500	-	-	-	-	-	-	-	85,000
102	12/1 Selected Markets	-	-	-	-	-	-	-	-	19,117	22,117	-	-	41,234
Sub-Total Outdoor		\$ -	\$ -	\$ -	\$ 163,305	\$ 83,695	\$ -	\$ 80,862	\$ -	\$ 72,003	\$ 273,083	\$ 16,517	\$ -	\$ 689,465
A&M 1977		-	-	-	-	3,048	4,805	-	43	-	10,783	-	554	19,233
Total Outdoor		\$ -	\$ -	\$ -	\$ 163,305	\$ 86,743	\$ 4,805	\$ 80,862	\$ 43	\$ 72,003	\$ 283,866	\$ 16,517	\$ 554	\$ 708,698
TOTAL MEDIA		\$ 311,812	\$ 903,836	\$ 618,343	\$ 809,733	\$ 723,885	\$ 572,642	\$ 1,258,211	\$ 1,058,492	\$ 1,292,945	\$ 1,397,903	\$ 476,753	\$ 593,413	\$ 10,017,968
TOTAL A&M		\$ -	\$ -	\$ -	\$ 93,069	\$ 14,484	\$ 70,415	\$ 31,273	\$ 39,622	\$ 84,697	\$ 66,483	\$ 9,639	\$ 137,506	\$ 547,188
TOTAL ADVERTISING		\$ 311,812	\$ 903,836	\$ 618,343	\$ 902,802	\$ 738,369	\$ 643,057	\$ 1,289,484	\$ 1,098,114	\$ 1,377,642	\$ 1,464,386	\$ 486,392	\$ 730,919	\$ 10,565,156